

ATARI'S SPACE RIDERS™ A NEW PINBALL ADVENTURE



A new sensational addition to Atari's spectacular Wide Action™ pinball games is SPACE RIDERS™. The futuristic space cycle race theme depicts the incredible speed and action of tomorrow's "BIKE CITY".

SPACE RIDERS introduces new and challenging features with its unique playfield design. Three "captive ball" drop targets highlight the central action of the game and provide added scoring and bonus skill shots for

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ATARI ORBIT™ SPACE ADVENTURE



Atari brings you to the adventurous outer constellations and the excitement of space battles with ORBIT™, the two-player video game with all the extras at the command of the challengers. The new strategy selections offer space stations for refueling, ship repair and rearming, meteors that can be blown up, variations in gravity effects that can be changed during the game, and optional unlimited fuel and ammunition. These are just a few of the unique choices the players now have in this sensational outer galaxy experience.

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SCORE THE WINNING TD WITH ATARI FOOTBALL™

Anyone who enjoys football as a player or spectator will love to play ATARI FOOTBALL™. This new two-player video game has all the action and excitement of a real football game, plus the crowd attraction that makes it a certain winner.

In the huddle the players secretly select among the four offense and defense pass or running plays. The lineup, the snap and action have in-



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ATARI STARS AT AMOA

STARWORLD '78, the trade show theme for Atari this year, was most appropriate. The new games on display were certainly the "Stars" of the show. The continuous competition on ATARI FOOTBALL™ was evidence of the high attraction of this fabulous video game. SPACE RIDERS™ pinball excelled in its class at the show and received much attention in Atari's exhibit. The fast action of the game and superior field test reports proved that SPACE RIDERS is an exceptional game.

Other highlights included ORBIT™, a new 2-player space duel game with futuristic realism in the controls and game options. SUPER BREAKOUT™, another sure winner, was also

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ODE TO THE SEASON

The AMOA show was terrific
And the park show, as always, was fun.
Atari's games were the best to pick;
Among all the rest, they're number one.

Thanksgiving came with its feast of
the day,
And the football games were exciting.
With the holidays here, everyone wants
to play,
Atari Football, Space Riders and Orbit
are inviting.

December brings a time for relaxation,
As the holidays draw near;
Atari wishes you a joyous season,
And a very happy New Year.

TECHNICAL TIPS

ATARI PINBALL GAMES

Symptom: Game shuts off or locks up intermittently.

Solution: Connector J10 possibly dislodged or loose on main PC board. If so, clean PC board contacts (with pencil eraser) and reconnect.

SUPER BREAKOUT™

Symptom: Coin counter increments on power-up.

Solution: Clip and lift Pin 15 of the 9334 located at position H8 on the PCB. Run a jumper wire from the lifted pin to Pin 12 of the 7404 at location E3.

ATARI FOOTBALL™

Symptom: Humbars appear across the monitor.

Solution: Change the resistor across the LM323 (R-7) from 4 ohms, 10W to 2 ohms, 20W. (Part #19-809W2P0).

TRACKBALL™ - To insure longer life on track ball assemblies, lubricate the bearings and rollers on this assembly with oil periodically (every 2-3 months depending on usage). Recommended lubricant is SAE-10 machine oil (3-in-1 or sewing machine oil is acceptable). Apply with a fine needle applicator to avoid oil accumulation on the roller surface.

NOTE: Do not use grease or heavy oil with additives.

PROMOTION IDEAS

FAMILY PLAY

Specify one night per week as Family Night. Give free games to parents who come in to the location with their children. Also, a special family competition could be set up for a driving game like Sprint 4™; the highest scoring member of the family would win a prize.

ATARI FOOTBALL™

Set up a local superbowl in the location on ATARI FOOTBALL™. Sports announcers and editors from all the local newspapers, TV and radio stations could be invited to participate in the event. It would be fun and will guarantee excellent publicity for the game and your location. An attracting prize should be offered to the winning team.

EAT, DRINK AND PLAY

In a food service location, give a free game with the purchase of a specific food item. For example, one free game given to anyone who buys a large drink, two free games for a sandwich. A poster could be made to advertise this promotion and possibly be incorporated into the location's other advertising. The free games are certain to encourage additional play.

ATARI STARS AT AMOA (Continued from Page 1)

featured. The 3-games-in-one version of regular BREAKOUT™ was enjoyed by large crowds of customers. MIDDLE EARTH™ was also a players' favorite and the double playfield proved to be as popular as ever.

The preview video game, SUBS™, also attracted attention with its unique 2-monitor concept. This one or two-player strategy game features invisible enemy submarines that can be detected on each player's screen by a sonar which indicates position of the subs. Intense battle action comes to life as the players zero in on the enemy and launch torpedoes for a hit. Also previewed was an action wall game concept, UFO™, which was reviewed with much enthusiasm by operators. In this game the player defends his spaceship against an attacking fleet of flying saucers.

Atari's exhibit at the AMOA was the biggest in the history of this show, filled with the best product line ever displayed in a single area. The classic earners from Atari including SPRINT 2™, SIT DOWN NIGHT DRIVER™, STARSHIP™, SMOKEY JOE™, and

FIRE TRUCK™ continue to attract interest together with the newest innovations.

Atari's service technicians were the show demonstrating the latest advances in Atari test equipment, the CTF-1 video game test unit, PCS-1 pinball tester and the versatile portable ROM/RAM tester. Operators and distributors showed much interest in this area. Technicians were also available at the show for consultation on specific service problems.

Atari's sensational STARWORLD SWEEPSTAKES was another first at AMOA. Fabulous prizes were awarded to the lucky winners whose names were selected on Sunday at the show. (See article: Sweepstakes Winners Announced)

Operators were able to see Atari's new line of products, many for the first time. By having these products on display, customers were invited to play and compare the games. Additionally, many key Atari personnel were available to give first-hand information to customers and to answer any specific inquiries.



The Atari sales team gathers at booth.



Crowds gathered to watch the ATARI FOOTBALL™ competition.



ORBIT™ and SUPER BREAKOUT™ attract enthusiastic players.



Service Representatives demonstrate Atari Test Fixtures.



Howie Rubin points out SPACE RIDERS™ features to Manny Gerard (WCI).

AN ATARI DISCO



The crowd was festive at Atari's annual AMOA cocktail party honoring their distributors. FACES disco was the setting for an enjoyed evening of dancing, food, drink and socializing.

SWEEPSTAKES WINNERS ANNOUNCED AT AMOA



Atari's STARWORLD '78 SWEEPSTAKES at AMOA was a tremendous success. There were fifteen thrilled winners announced the last day of the show.

The grand prize of a SUPER BREAK-OUT™ game was won by Mark Pennema, Suburban Vending Co., Ixonia, Wisconsin. Mark was present at the drawing and was surprised and excited about the prize.

Cheri Soloway of Funtimes USA won second place and will receive a Sony Betamax video tape recorder. The third prize of a remote control color TV went to Lee Cates of Albany Amusement. The set of leather luggage was won by Felix Whately of Birmingham Vending. And fifth place went to Terry LeCroix of Magnet Vending; he will receive Sony's 8" portable Swivelion TV.

There were five winners of Seiko digital pocket alarms. The following people received this sixth prize in Atari's Sweepstakes: Lon Hornstein, Steerwell Leisure; Susan Capliouto, Greater Southern Distributing; Cathy Smith, Lakeland Amusement; David Ciccarelli, Amusement Enterprises, Inc.; B.W. Langford, Langford Distributing Co.

Five seventh place winners were also selected. The following people won Seiko desk clocks: Roy DeJarnette, Funway Freeway; Glenn Jobey, Odyssey Amusements; Larry Von Rueden, Suburban Vending; Clyde Busam, Cedar Point, Inc.; Knapp Brabbe, Spedic Vending Service, Inc.

Atari congratulates all the winners and hopes that they enjoy their prizes.

CALL FOR SERVICE



Special Telehelp™ telephone labels are available from Atari. The Atari Customer Service toll-free telephone numbers are printed in a tasteful gold and black design on the labels. The self-adhesive backing makes it easy to stick them on or near the phone for quick reference when calling for technical assistance.

To receive Telehelp labels, you can write to Atari, c/o Coin Connection. Please specify how many labels you will need.

THE ATARI SENSATION AT IAAPA

This year's IAAPA was the largest show ever with an approximate attendance of 8500. Amusement park representatives from all over the country and many from abroad were introduced to the line of dynamic games from Atari.

Show attendees were enthusiastic about the current products available. Games at the show included the new SPACE RIDERS™, and popular MIDDLE EARTH™ pinball games. A preview of the colossal HERCULES™ pinball game was also a big attraction. Operators are anticipating its release, as it will be an exceptional game as an amusement park attraction.

Video games on display included the newest ORBIT™, ATARI FOOTBALL™, and SUPER BREAKOUT™. Other current products shown were FIRE-TRUCK™, STARSHIP™, SIT-DOWN NIGHT DRIVER™ and 2 GAME MODULE™. The preview video game, SUB™, fascinated operators with its unique 2-monitor concept and strategic game play action.

The IAAPA show was an excellent opportunity to demonstrate the advantages of games in an amusement park. With more of this type of exposure, there has been a definite increase in the enthusiastic acceptance of game rooms as a profit center and added attraction at amusement parks of all types and sizes. The growing popularity of games was evidenced by the many operators who visited the Atari Starworld '78 exhibit.

Atari personnel were at the booth to welcome any comments and/or inquiries by the amusement industry people. Service technicians were also available to provide any service-related information. "The IAAPA show is becoming more valuable not only for the manufacturer, but also for the many park operators to view the new

products available. Many other amusement park people are beginning to realize the advantages that games offer, and are currently planning the addition of game rooms in their parks," noted Frank Ballouz, National Sales Manager.



The Atari booth at IAAPA attracted park representatives.



Frank Ballouz demonstrates HERCULES™, the giant pinball game previewed at the show.



Fred McCord and Russ MacDonald play for the championship.

ARCADE ISSUES DISCUSSED AT WORKSHOP



Many topics of interest to operators were discussed in the annual IAAPA arcade workshop. Joe Robbins of Empire Distributing Co. led the panel presentation to arcade operators and amusement park representatives.

Murray Panitz, a successful arcade operator, shared his experience of changing to token operation, pointing out the positives and negatives. Among the advantages were cash control, more promotion possibilities, and the means to increase pricing. On the negative side, he discussed the elements of selecting the proper size tokens, converting coin mechanisms, and the possible loss of the impulse player.

Don Osborne of Atari Inc. and Mel Getlan of Amusement Consultants discussed the mix of games in arcades.

Emphasizing that the games must appeal to the players, the proper mix should include variety and updating to maximize the potential earnings.

The successful national pinball tournament sponsored by Bally was the subject presented by Jules Millman of Aladdin's Castle. The benefits of positive publicity in this event were discussed. Mr. Millman invited other arcade operators to join his organization to implement another tournament next year.

Research findings related to the industry were presented by Carol Kantor of Atari. The combined analysis of industry surveys conducted by IAAPA and Atari were discussed.

Sol Tabb then asked some of the key questions of concern to operators for open discussion. Employee security, how to maximize promotion effectiveness, and service problems were among the issues he presented. The discussion and additional questions from the audience that followed provided valuable ideas and suggestions.

Space Riders (Continued)

players. The BIKE CITY spellout rollover lanes with a ball-to-ball memory offer players clear objectives to obtain double or triple bonus scores. Star rollovers, two high scoring spinner lanes and kickout holes also give challenging skill shots and exciting action to the game. And space age electronic sounds give SPACE RIDERS even more attraction.

More options are available on SPACE RIDERS to maximize versatility. 16 coin/credit levels, 3 or 5 ball game, optional match credit, replay or add-a-ball as well as varying special levels and awards are among the selectable features.

Atari's built-in self-test feature is designed for quick checking of all switches, solenoids, displays and options. The thoroughly tested solid-state electronics, including a completely updated system, insures optimum reliability.

"SPACE RIDERS is a players game," noted Frank Ballouz, National Sales Manager. "It has many high scoring strategy features that present exciting play challenges and insure higher collections." See this new game soon at all Atari distributors.

Atari Football (Continued)

credible realism. Passes, tackles, interceptions and even penalties are part of Atari Football. Using a special Trak Ball™ to control the key players on offense or defense, there is maximum ability to run in any direction at optimum speeds. It is chalk talk in action with X's for defense and O's for offense. The teams run off the field and change players at each ball turnover. And there are two different types of scoring TD's: 6 points for a pass score and 7 points scored for a running play TD.

Players' enthusiasm is evident as they continue to add coins and increase the time of play with the new add-a-coin feature. The operator sets the time per coin at 90, 120, 150 or 180 seconds. A warning message at 30 seconds reminds players that they can still add a coin for more time.

Enthusiastic players commented on the game:

"You can do almost everything like

real football!"

"I like the way you can choose plays and pass."

"You have good control over the player and can move fast."

Watching the players on Atari Football, it becomes evident that the competition and player involvement is a high point of the game.

The Atari Football game comes in a unique convertible cabinet design for even more location versatility. A special removable base allows the game to be a stand-up pedestal at 41", or it can be converted to a standard 31" table game. Because of football's wide appeal, this game is certain to attract enthusiastic players of all ages in all places.

Orbit (Continued)

With ten different game level selections from beginner to super expert and eight new game feature modifications that can be added or deleted throughout the game, ORBIT offers even more variety for players. Control is at the commander's fingertips to maneuver the spacecraft, approach the enemy and fire. If space station option is selected a new dimension and intensity is added. Players can return to their station when partially destroyed for repairs; sounds as well as a video message warn the players to return to base for more ammunition.

Players also control the length of the game with the add-a-coin feature for extra time. Operators can select one of eight times per coin, ranging from 30 seconds to 4 minutes in 30 second intervals.

The dramatic 3-D visual effects with authentic constellations and the futuristic stereo sound effects give ORBIT even more attraction. "We feel that ORBIT has many advantages over other space games," reported Frank Ballouz, Atari's National Sales Manager. "After thorough research of players' attitudes toward these types of games, ORBIT has been designed to be the ultimate, including all the extra features to make it the best."

ORBIT will be available soon through all Atari distributors.

SIT DOWN NIGHT DRIVER™ CONTINUES TO RACE



Atari's Sit Down Night Driver™ one-player racing game has by popular demand now become a classic among driving games. First introduced in February of 1977, this exciting night-time racing game in the deluxe sitdown cabinet design has established a reputation for continuing strong collections, reliability, and an enthusiastic player following. As originally announced, the Sit Down Night Driver was to be a limited edition in the molded fiberglass cabinet design. "Due to overwhelming demand, Atari is now making more of these special Night Driver games available," reported Frank Ballouz, National Sales Manager.

This classic night time speedway is one of the players' favorites. It is a realistic driving experience that challenges young and old alike. As popularity continues to grow, more and more operators are benefiting from its consistent high earnings. The Sit Down Night Driver game is still available through Atari distributors.

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